

WE CLAIM:

1. A dried pet food comprising a matrix including a protein source, a carbohydrate source, insoluble fiber and having a length of at least 15 mm, a width of 5 at least 13.5 mm, and a thickness of at least 12 mm.

2. The dried pet food of Claim 1 wherein the protein source comprises denatured protein.

10 3. The dried pet food of Claim 1 wherein the carbohydrate source comprises gelatinized carbohydrate.

4. The dried pet food of Claim 1 wherein the insoluble fiber comprises approximately 2% to about 15% by weight of the matrix.

15 5. The dried pet food of Claim 1 wherein the insoluble fiber is a cellulose fiber.

20 6. The dried pet food of Claim 1 wherein the product does not include a humectant.

7. A dried pet food comprising a matrix including a protein source, a carbohydrate source, an insoluble fiber and having a density of less than 20.5 lbs/ft³.

25 8. The dried pet food of Claim 7 wherein the protein source comprises denatured protein.

9. The dried pet food of Claim 7 wherein the carbohydrate source comprises gelatinized carbohydrate.

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10. The dried pet food of Claim 7 wherein the insoluble fiber comprises approximately 2% to about 15% by weight of the matrix.

11. The dried pet food of Claim 7 wherein the insoluble fiber is a cellulose
5 fiber.

12. The dried pet food of Claim 7 wherein the product does not include a humectant.

10 13. A dried pet food comprising a matrix including a protein source, a carbohydrate source, insoluble fiber, a density of less than 20.5 lbs/ft³ and having a length of at least 15 mm, a width of at least 13.5 mm, and a thickness of at least 12 mm.

14. The dried pet food of Claim 13 wherein the protein source comprises
15 denatured protein.

15. The dried pet food of Claim 13 wherein the carbohydrate source comprises gelatinized carbohydrate.

20 16. The dried pet food of Claim 13 wherein the insoluble fiber comprises approximately 2% to about 15% by weight of the matrix.

17. The dried pet food of Claim 13 wherein the product does not include a humectant.

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18. A dried pet food comprising at least 25% by weight of a kibble including a matrix having a protein source, carbohydrate source, insoluble fiber, and a density of less than 20.5 lbs/ft³.

30 19. The dried pet food of Claim 18 wherein the matrix has a length of at least 15 mm, a width of at least 13.5 mm, and a thickness of at least 12 mm.

20. A method of reducing calculus and plaque build-up on a pet's teeth comprising the step of allowing the pet to chew on dried pet food having a matrix including a protein source, a carbohydrate source, insoluble fiber, and having a density 5 of less than 20.5 lb/ft³.

21. A method according to claim 20 including the step of providing the pet food as a kibble having a shape selected from a triangle, a pentagon and a star.

10 22. A method according to claim 20 or claim 21 including mixing the dried pet food with a wet pet food.

15 23. A method according to claim 22 wherein the ratio of wet pet food to dry pet food is at least 50:50.

24. A dried pet food according to any one of claims 1-12 and 18 having a body in the shape of a triangle, pentagon or star.

20 25. A dried pet food according to any one of claims 1-19 and 24 having corn gluten meal as a protein source.

26. A dried pet food according to any one of claims 1-19 and 24-25 having a density of 18 lbs/ft³ or less.

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